CERTIFICATE OF FACSIMILE TRANSMISSION UNDER 37 CFR §1.8  I hereby certify that this paper (along with any paper referred to as being attached or enclosed) is being transmitted on the date indicated below via facsimile to the United States Patent and Trademark Office, Technology Group TC2100, facsimile number (702) 872-9305.  2/8/05  Date  Divining
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IN THE LIMITED STATES DAY	PATENT RECEIVED
IN THE UNITED STATES PAT	TENT AND TRADEMARK OFFICE CENTRAL FAX CENTER
In re the application of: John R. Milton	) Confirmation: 4080 FEB 0 8 2005
Serial Number: 09/938,465	) Art Unit: 2162
Filing Date: 08/23/2001	) Examiner: Corrielus, Jean M.
Title: SYSTEM AND METHOD FOR TRACKING PLACEMENT AND USAGE OF CONTENT IN A PUBLICATION	) Docket No.: 10010979-1 ) )

## **RESPONSE TO OFFICE ACTION OF OCTOBER 20, 2004**

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

In regard to the outstanding nonfinal Office Action mailed on October 20, 2004, Applicant submits the following Response.

It is not believed that extensions of time or fees for net addition of claims are required, beyond those that may otherwise be provided for in documents accompanying this paper. However, in the event that additional extensions of time are necessary to allow consideration of this paper, such extensions are hereby petitioned under 37 C.F.R. § 1.136(a), and any fees required therefor (including fees for net addition of claims) are hereby authorized to be charged to Deposit Account No. 08-2025.